



# Marketing Idaho Agriculture

DIRK KEMPTHORNE, GOVERNOR

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## Division of International Trade and Domestic Market Development

### *Companies Join Idaho Preferred*

Idaho Preferred™ is rolling right along with new participants signing up every week. We have been extraordinarily pleased with geographic and product diversity of our founding participants and offer them a hearty welcome into the program!

- Frostenson Farms - Fairfield, ID
- Rice Family Farms - Meridian, ID
- Valli-Hi Angus Ranch - Caldwell, ID
- Meadowlark Farm - Nampa, ID
- B & J Orchards - Emmett, ID
- Sunbeam Farms - Greenleaf, ID
- Liberty Tomato Company - Pingree, ID
- Reed's Dairy - Idaho Falls, ID
- Harvest Classic Bakery - Nampa, ID
- Carmela Vineyards - Glens Ferry, ID
- Schlepp Seed Ranch - Cataldo, ID
- Starlight Herb Company - Star, ID
- Symms Fruit Ranch - Caldwell, ID
- Sandstone Farms, L.L.C. - Kuna, ID
- Idaho Trout Company - Buhl, ID
- Quality Farms Apple Juice - Boise, ID
- Vic's Countryside Eggs, Inc. - Boise, ID
- Fresca Mexican Foods, Inc. - Boise, ID
- Paul's Markets - Homedale, ID
- Eagle City Market - Eagle, ID
- Alpicella Bakery - Boise, ID
- Rangen, Inc. - Buhl, ID
- Rose Lake Elk Ranch - Cataldo, ID
- Italian Coffee Company - Taipei, Taiwan

Be watching your store for more products with the Idaho Preferred™ label and be watching the airwaves and billboards this spring for our statewide promotion. Idaho Preferred™ is a grassroots effort designed to educate Idaho consumers on the diversity, quality, and availability of the food and agriculture we produce in the Gem State. Buying Idaho Preferred™ products is your way of knowing you are buying the best products available and helping to keep dollars in the local economy.

Learn more about our founding participants and how you can join Idaho Preferred™ by logging onto our web site, [www.idahopreferred.com](http://www.idahopreferred.com).

### *Mexico Trade Mission Leads to a Cooking Show*

Idaho yellow onions and processed potatoes were featured on a popular cooking show in Monterrey, Mexico in mid December. Idaho chef Christian Lamotte appeared on the show Tuesday and Wednesday, December 16 and 17, to showcase the products in a variety of recipes.

The show, "Con M de Mujer," is a woman's Interest cooking show that regularly holds cooking demonstrations as part of their programming. Lamotte traveled to Monterrey with a representative from the Idaho State Department of Agriculture to participate in the program. He featured several recipes during the two days of taping, including French Onion soup, scalloped potatoes, and onion tarts.

"Mexican consumers have a lot of interest in learning new ways of cooking with onions and potatoes. I see their willingness to accept Idaho products as an excellent opportunity to promote more products in the market," said Lamotte.

The inclusion of Idaho products on the program was the result of Governor Kempthorne's trade mission to Mexico in October 2003. The Governor and representatives of the onion and potato industries were encouraged to pursue cooking shows as a venue for further promoting Idaho products in Mexico. The Department pursued the opportunity and turned it into a reality.

In conjunction with the cooking show, Mexican retail giant Soriana featured Idaho yellow onions and potatoes in their weekly advertising (television, print and radio), and held in-store demonstrations in their five largest stores in Monterrey on Tuesday and Wednesday.

"We met with officials from the Nuevo Leon government, as well as executives from Soriana, and both were very pleased to see such immediate and thorough follow-up to the trade mission in October. Northern Mexico is very open and willing to try new products and is a great market to promote yellow onions and other Idaho products," said Jennifer McClelland with the Idaho State Department of Agriculture.

This promotion was co-sponsored by the Idaho Potato Commission. It also complimented the on-going efforts by the Department to promote yellow onions in the Mexican market. Because Mexican consumers often prefer the white onion, educational and promotional opportunities to showcase the unique qualities of yellow onions are vital to increasing market share.

For more information on this and future promotions, contact Mandi Thompson at the Idaho State Department of Agriculture, (208) 736-2114 or [mthompson@idahoad.us](mailto:mthompson@idahoad.us).

### *Federal State Marketing Improvement Program Grant Funding Now Available*

The Federal-State Marketing Improvement Program (FSMIP) is seeking grant proposals for fiscal year 2004. FSMIP grants provide matching funds and are awarded on a competitive basis to state agencies, who coordinate the project with local companies.

Approximately \$1.3 million will be available for developing new market opportunities for U.S. food and agricultural products. States are encouraged to submit proposals that will foster innovation in the areas of market analysis, transportation and distribution, competitiveness and new markets, and enhancing the quality and variety of food and agricultural products.

More information is available at [www.ams.usda.gov/tmd/fsmip.htm](http://www.ams.usda.gov/tmd/fsmip.htm). Idaho organizations interested in participating in FSMIP should contact the Idaho State Department of Agriculture's Marketing Division by January 23, 2004 in order for ISDA to submit any grants by the February 23, 2004 deadline.

### *Nonfat Dry Milk Feed Assistance Program Running Smoothly*

The Idaho State Department of Agriculture (ISDA) is pleased to announce that 464 producers have enrolled in the Nonfat Dry Milk (NDM) program! In October, of 2003, ISDA announced that producers of beef, buffalo, sheep and goats within the drought counties of Bannock, Bear Lake, Caribou, Cassia, Franklin, Oneida, and Power were eligible for NDM. As of January 9<sup>th</sup>, 2004, over 5.5 million pounds of the 6.1 million pounds of NDM awarded to Idaho has been allocated to Idaho producers, with Cassia county claiming the most at 1.2 million pounds. Twenty eight distribution centers have also been established as official drop points for the NDM product.

For those producers who have registered, but have not submitted your vouchers, please do so immediately, as the deadline was January 9, 2004. USDA has indicated that the final truckloads of NDM will be delivered no later than February 28, 2004.

### OUR MISSION

Maximize opportunities for domestic and international markets for Idaho food and agricultural products, rural development, and agricultural diversification.